

NOVEMBER 4TH MEETING AGENDA

I. WELCOME BY YVETTE ROBINSON

- Introduction & Overview of 1996 Program

II. IDENTIFY THE MARKETS

III. PRODUCTION

- How the following elements will be enhanced in 1997:
 - The selection of Clubs/Venues
 - Selection of the right Talent/Artists
 - Determining the number of days in each market
- Controlling all vital elements of the program which can ultimately determine the success of the evening including the following:
 - Sound and Lights
 - Band Gear and Back Line
 - Artist Accommodations
 - Artist Ground Transportation
- Establishing a positive, working relationship with each club owner that always leaves a favorable impression of the brand.
- Development of a Pre-Performance Event.
- Details of the Club Agreements
 - Why the clubs will benefit from the agreement.
- The role of the Host/DJ and why it is important for them to adhere to the scripted announcements that are prepared for the evening.
- Staffing Requirements.
- Time line.

IV. SIGNAGE

- How the clubs will project a feeling of Benson & Hedges ownership.

V. ADVERTISING

VI. P.R.

VII. INCENTIVES

VIII. NAME-GENERATION

- Surveyors

- Surveyors Training
- Cigarette Trays
- Table/Kiosk

IX. MAINTAINING OVERALL QUALITY CONTROL

X. REPORTING PROCEDURES REQUIREMENTS

XI. TIME LINE

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